

AMENDMENTS TO THE CLAIMS

1. (currently amended) A placard comprising:

a receiver having a memory storing an identification code and an antenna for receiving a signal, said signal comprising a first portion for identification and a second portion for a first customer specific message;

a capacitor coupled to the receiver;

at least one coupler connected to at least one member selected from the group comprising an in-flight entertainment system, an airline reservation system, and an airline boarding system for receiving a second customer specific message therefrom; and

an electronic updateable static display coupled to the receiver and the at least one coupler and powered by the capacitor for displaying said first and second ~~[[a]]~~ customer specific ~~message~~ messages when ~~[[a]]~~ said first portion of the signal matches the identification code of the placard, whereby the capacitor is capable of being charged by the signal.
2. (Original) The placard according to claim 1, wherein the identification code of the device is a device descriptive identity.
3. (Original) The placard according to claim 1, wherein the identification code of the device is a user selectable identity.
4. (Original) The placard according to claim 1, wherein the identification code of the device is a unique identity.
5. (Original) The placard according to claim 1, wherein the receiver comprises an RF receiver.

6. (currently amended) The placard according to claim ~~[[4]]~~ 5, wherein the RF receiver is an active RF receiver.

7. (currently amended) The placard according to claim ~~[[4]]~~ 5, wherein the RF receiver comprises a passive RF receiver.

8. (Original) The placard according to claim 1, wherein the electronic updateable static display comprises an electronic paper display.

9. (Original) The placard according to claim 1, wherein the electronic updateable static display comprises a photonic ink display.

10. (Original) The placard according to claim 1, further comprising a message memory coupled to the receiver for storing one or more messages for displaying upon the electronic updateable static display.

11. (Original) The placard according to claim 10, further comprising a power source for powering the message memory.

12. (Original) The placard according to claim 11, wherein the power source comprises a solar cell or a battery.

13. (Original) The placard according to claim 10, further comprising a timer coupled to the message memory for initiating the one or more messages upon the electronic updateable static display.

14. (currently amended) The placard according to claim ~~[[10]]~~ 11, wherein the power source supplements the capacitor for changing, clearing or resetting the display.

15. (Original) The placard according to claim 1, wherein the receiver comprises a transponder.

16. (Original) The placard according to claim 15, wherein the signal is acknowledged by the transponder after the electronic updateable static display has displayed the customer specific message.

17. (currently amended) A system comprising:
one or more antennas;
a transmitter for transmitting a signal, said signal comprising a first portion for identification and a second portion for a first customer specific message; and
a plurality of placards, wherein each placard comprises a receiver having a memory storing an identification code and an antenna for receiving the signal; a capacitor coupled to the receiver; at least one coupler connected to at least one member selected from the group comprising an in-flight entertainment system, an airline reservation system, and an airline boarding system for receiving a second customer specific message therefrom; and an electronic updateable static display coupled to the receiver and the at least one coupler and powered by the capacitor for displaying ~~[[a]]~~ said first and second customer specific ~~message~~ messages when ~~[[a]]~~ said first portion of the signal matches the identification code of the placard, whereby the capacitor is capable of being charged by the signal.

18. (Original) The system according to claim 17, further comprising a controller coupled to the transmitter for generating the signal, wherein the signal comprises one or more identification codes, each identification code being associated with one of the plurality of placards, each identification code having associated with it a customer specific message.

19. (Original) The system according to claim 18, wherein the customer specific message displayed on the electronic updateable static display comprises a seat identification and a user selected name.

20. (currently amended) The system according to claim 18, wherein each of the plurality of placards ~~[[are]]~~ is visibly locatable and associable with a plurality of seating positions.

21. (Original) The system according to claim 20, wherein each placard is coupled to a seat.

22. (currently amended) The system according to claim 18, wherein each of the plurality of placards ~~[[are]]~~ is visibly locatable and associable with a seating position.

23. (currently amended) The system according to claim ~~[[21]]~~ 22, wherein each placard is coupled to a seat.

24. (currently amended) A system comprising:
one or more antennas;
a transceiver coupled to the one or more antennas for transmitting a signal and for receiving a return signal, said signal comprising a first portion for identification and a second portion for a first customer specific message; and

a plurality of ~~placard~~ placards, wherein each placard comprises a transponder having a memory storing an identification code and an antenna for receiving and acknowledging a signal; a capacitor coupled to the transponder; at least one coupler connected to at least one member selected from the group comprising an in-flight entertainment system, an airline reservation system, and an airline boarding system for receiving a second customer specific message therefrom; and an electronic updateable

static display coupled to the transponder and the at least one coupler and powered by the capacitor for displaying ~~[[a]] said first and second~~ customer specific ~~message messages~~ when ~~[[a]] said first~~ portion of the signal matches the identification code of the device, whereby the capacitor is capable of being charged by the signal.

25. (Original) The system of claim 24, wherein the signal is acknowledged after the electronic updateable static display has displayed the customer specific message.

26. (Original) The system of claim 25, further comprising a controller coupled to the transmitter for generating the signal, wherein the signal comprises one or more identification codes, each identification code being associated with one of the plurality of placards, each identification code having associated with it a customer specific message.

27. (Original) The system of claim 26, wherein the customer specific message displayed on the electronic updateable static display comprises a seat identification and a user selected name.

28. (currently amended) The system of claim 26, wherein each of the plurality of placards ~~[[are]]~~ is visibly locatable and associable with a plurality of seating positions.

29. (Original) The system of claim 28, wherein each placard is coupled to a seat.

30. (currently amended) The system of claim 26, wherein each of the plurality of placards ~~[[are]]~~ is visibly locatable and associable with a seating position.

31. (Original) The system of claim 30, wherein each placard is coupled to a seat.

32. (currently amended) A method of using ~~[[the]]~~ a system comprising:

generating a signal having one or more placard identification codes and ~~[[an]]~~ a first customer specific message associated with each of the placard identifications from a database;

transmitting the signal using a transmitter and one or more antennas;

receiving the signal on an antenna coupled to a receiver;

charging a capacitor coupled to the receiver on each of ~~[[the]]~~ one or more placards using the energy received from the signal;

retrieving a second customer specific message associated with each of the placard identifications through at least one coupler from at least one member selected from the group comprising an in-flight entertainment system, an airline reservation system, and an airline boarding system, wherein said at least one coupler being coupled to the receiver and said at least one member; and

displaying the first and second customer specific ~~message~~ messages on an electronic updateable static display, which is coupled to the capacitor, the at least one coupler and the receiver, by using the energy from the capacitor when a portion of the one or more placard identifications is the placard receiving the signal.

33. (Original) The method of using the system according to claim 32, further comprising transmitting a return signal indicative of the electronic updateable static display having been set with the transmitted message.

34. (Original) The method of using the system according to claim 32, further comprising waiting for a specified period by using a timer coupled to a memory that is started upon the action of displaying the customer specific message on the electronic updateable static display, and displaying an updated message stored in the message

memory when the time elapses by using energy from the capacitor or from a backup power source.

35. (Original) The method of using the system according to claim 34, wherein the backup power source is a battery or a solar cell coupled to the display.

36. (Original) The method of using the system according to claim 32, wherein the signal having a customer specific message is associated with a reserved seat for a specified customer.

37. (Original) The method of using the system according to claim 32, further comprising retrieving the customer specific message from an airline reservation or boarding system.

38. (Original) The method of using the system according to claim 34, further comprising storing the messages retrieved from an In-Flight Entertainment, airline reservation or boarding system in the message memory.

39. (Original) The placard according to claim 1, further comprising a function for commanding the electronic updateable static display to be set with a void, clear, opaque or dark screen.